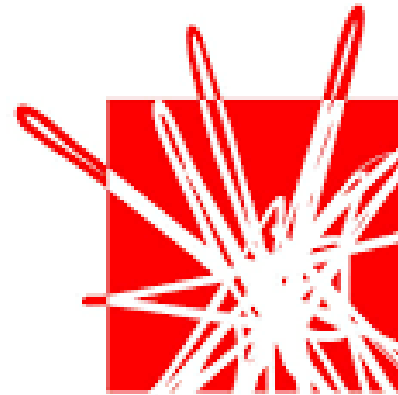


Changing Relations Between Fan Cultures and Industry: The Legitimation Paradox

Dr. Judith Fathallah



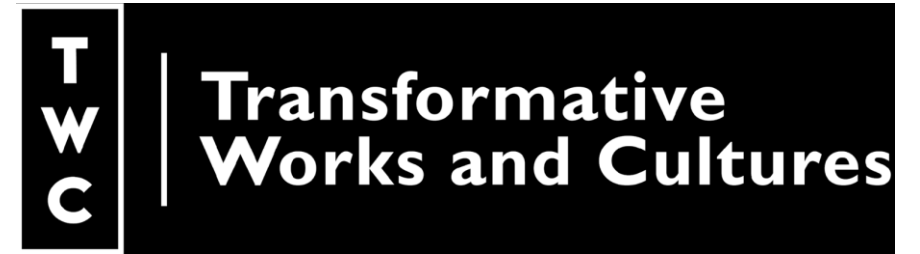
Southampton
SOLENT
University

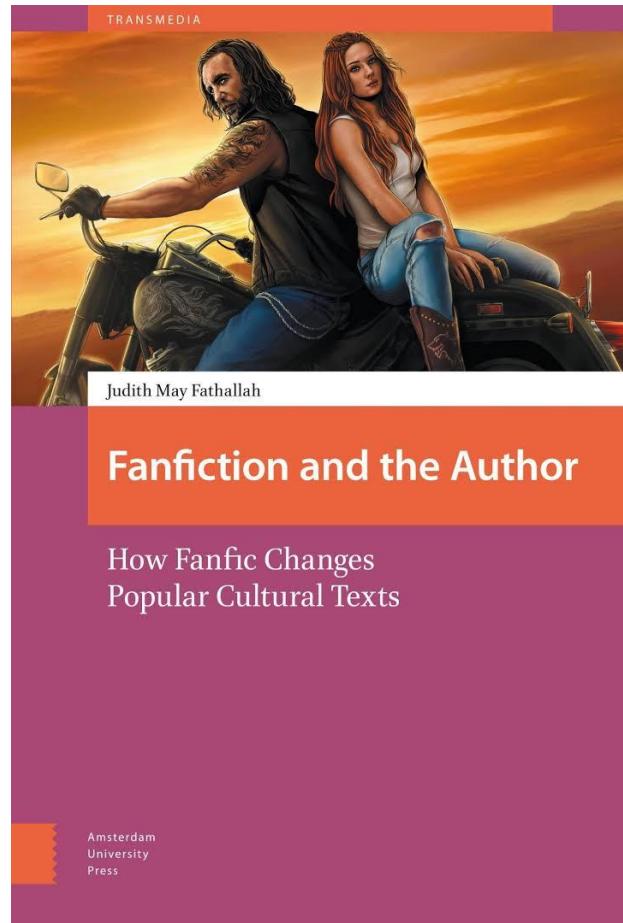
The ways that fans engage with media are changing via digital culture and accessible communities

- Fanfiction
- Fan art
- Cosplay and roleplaying games
- Talk forums
- Parody
- Memes
- Musicmaking



- Contemporary fan culture dates to the 1960s (Jenkins, Bacon Smith 1991)
- Contemporary visibility attracts academic attention and study
- Attention of media owners, authors corporations



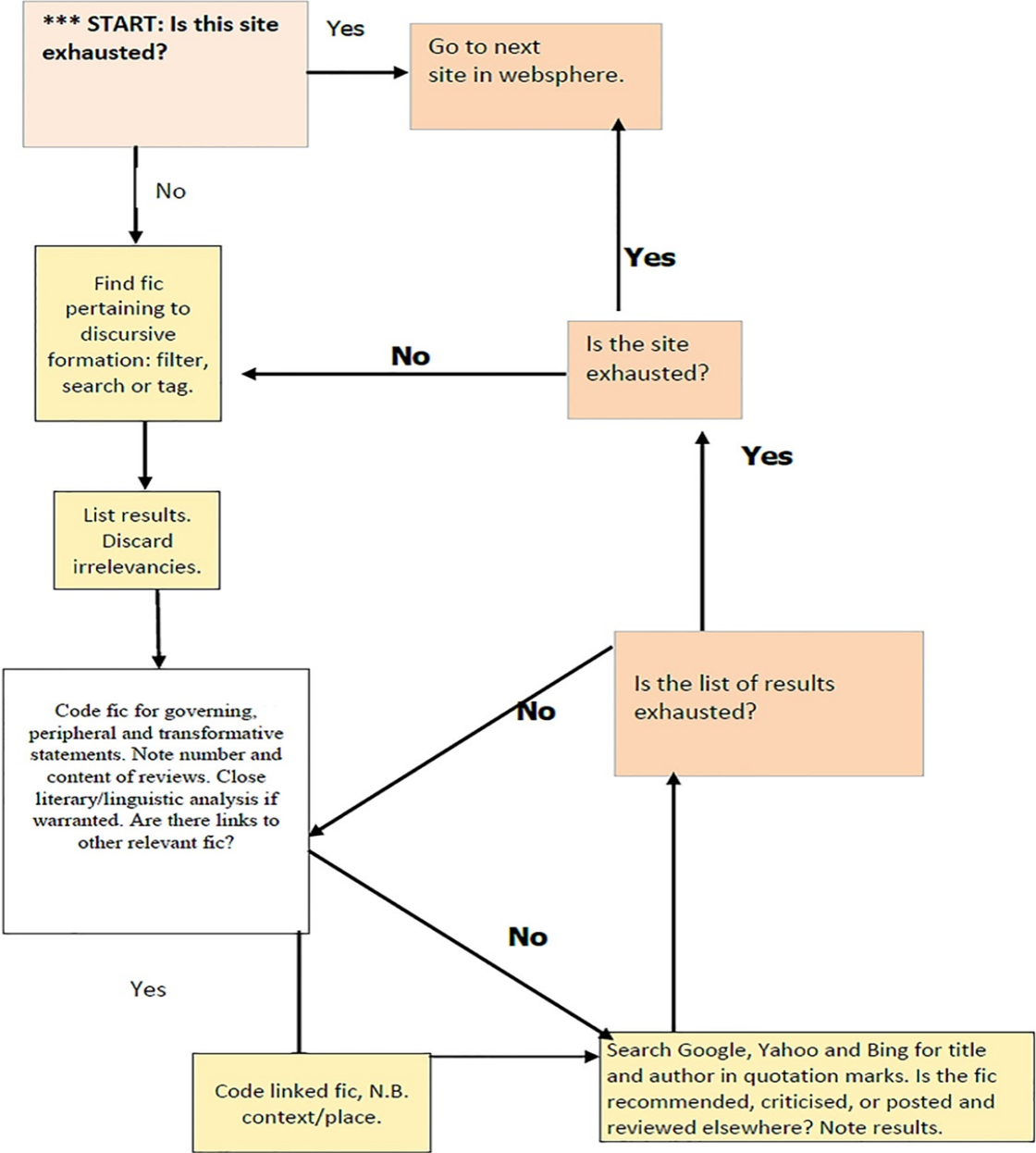


- *Fanfiction and the Author: How Fanfic Changes Popular Cultural Texts* (AUP 2017)
- First large scale discourse analysis to address fanfic
- Original qualitative/quantitative methodology
- Concerned with processes of change: how discourse/social ideology is changed and/or solidified
- Focused on concept of authorship

Discourse Analysis

- A way of analysing text (usually language)
- More concerned with what text ***does*** than what it ***means***
- Discourse is about the production of knowledge through language (Hall 1992, 291)
- CDA regards 'language as a form of social practice' (Fairclough 1989, 20)
- Particular interest in the relation between **language** and **power**
- Considers institutional, political, gender and media discourses (in the broadest sense) which testify to more or less overt relations of struggle and conflict.

Methodology as flowchart



Legitimation paradox.

- the legitimation and revaluation of the Other, be it racial; sexual; or gendered, is enabled and enacted through the cultural capital of the White male.
- The formations selected for analysis build upon each other to demonstrate this construction: first, (White) masculinity in *Sherlock*; second, authority in *Game of Thrones*; and finally authorship in *Supernatural*.
- In this clearest example, the fan's writing is legitimated by the TV-auteur, simultaneously empowered and contained as showrunners grant metatextual acknowledgment of and paratextual permission for fanfic. Derivative writing which changes popular culture is legitimated and empowered - *because and so far as the author says so*. By the final chapter, however, we will begin to see the deconstruction of the legitimation paradox at work, as the legitimacy of *authorship itself* begins to be questioned.

Beyond Fanfic: Multimedia Discourse Analysis ([Fathallah 2018](#))

- [Tumblr](#) as key site of fan engagement
- Site structure and programming as framing and forming discourse
- Polyvocality
- ‘pastiches as critique without authority—as a polyphonic surface that undermines both claims to discursive dominance *and* the dominance of mass media cultural icons’ .

Brand responses: considerations

- Schaefer's 3 tactics: confrontation, implementation, integration (2011)
- Impact on profits
- Brand image
- Communal goodwill
- Labour, exploitation and employability